



# Hawaii Tourism Japan 2004 Marketing Update



Hawai'i Tourism Japan

Mar.17 , 2004

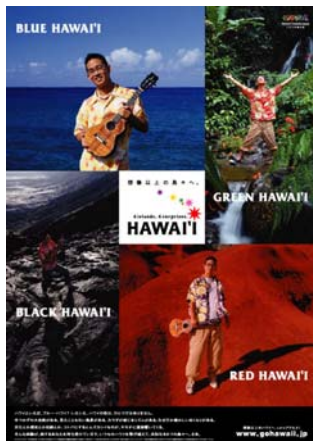
**Phase 1: Jan. – Apr.**

# Posters

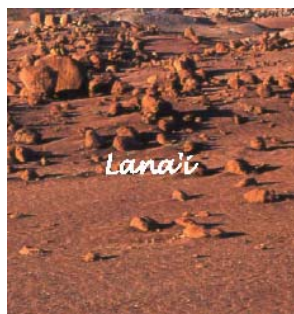
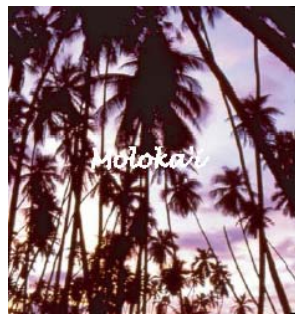
Big-size posters for train stations campaign



Small-size posters for travel agents

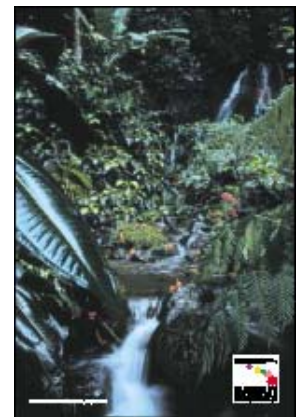


## Brochure



# Ad Cards

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Web Site

[www.gohawaii.jp](http://www.gohawaii.jp)

### Objective:

Provide the Japanese consumers with opportunities and information that will enable them to discover or learn about the versatile attractions of the islands of Hawaii, thus promoting a better understanding of Hawaii as a whole.

### Main Contents:

- 6 Islands Virtual Tour
  - Million Surprises
  - My Favorite Hawaii
- \*Special pages for the media and travel trade



# Special Pages for Travel Trade & Media

旅行業界 & メディア関係者の方へ - ハワイ州観光局(Hawai'i Tourism Japan: HTJ) - Microsoft Internet Explorer

ファイル(F) 編集(E) 表示(V) お気に入り(A) ツール(T) ヘルプ(H)

戻る 進む 印刷 検索 お気に入り メディア

アドレス( ) https://www.htjapan.jp/islands/servlet/jp.co.hawaii.corp.CorpLoginServlet 移動 リンク

お気に入り X  
追加... >>

リンク  
Molokai Pro...  
Neal S. Blai...  
ハワイの歩き...  
ハワイ州観...  
ハワイ州観...

6 islands, 6 surprises.  
**HAWAI'I**

HOME | 会員情報変更 | 退会手続き | ログアウト

**会員トップページ**

**HTJ NEWS**  
  
**HTJニュース**  
HTJ発信の最新情報やプレスリリースをご覧いただけます。

**PHOTO LIBRARY**  
  
**フォトライブラリー**  
会員登録をいただいた方を対象に、日本国内向けの各種印刷メディア(媒体)でご利用いただけるハワイの写真画像データなどを、無料ダウンロードサービスをご提供しています。

**TRAVEL INFORMATION BANK**  
  
**旅行関連情報バンク**  
ハワイ旅行の商品企画にもお役に立てられる旅行関連情報はここから。

**各お申し込みについて**  
取材協力について  
資料配布について  
キャンペーンロゴ使用について  
後援依頼について

ページが表示されました

CAPS KANA インターネット



## Information Space: “Islands Gallery”

An audio/visual vehicle to introduce new attractions of Hawaii to the general public.

- Map of 6 islands
- Images and music
- Posters
- Brochures
- Ad card
- Web site



〒105-2511

B2 Carretta Shiodome, 1-8-1 Higashi-Shimbashi  
Minato-ku, Tokyo

Open: 10:00– 23:30 throughout the year

## **Phase 2: May – July**

# Creative

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1. Posters: 6 posters featuring 6 islands for Ad campaign, and a small-size posters for travel agents
2. TVCF: 15-sec. x 2 types
3. Radio CM: 60-sec. 15-sec. and 5-sec.
4. Magazine Ads: Target segmented visuals
  - Beach
  - Art & Culture
  - Wedding
  - Golf

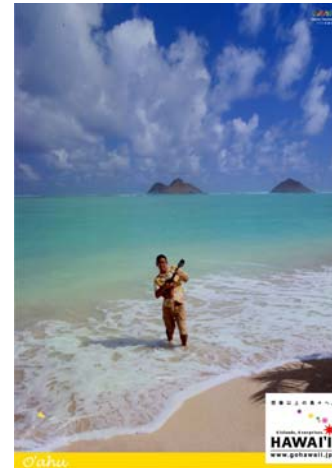
# Posters



Kauai\_TBC.



Oahu



Molokai



Lanai



Maui



Big Island



## Media Campaign

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1. Poster: Mid-May for 1 week in Tokyo and Osaka at train/subway stations
2. TV: Mid-May in Tokyo and Osaka with Household GRP 2000
3. Radio: Holiday special programs in Tokyo and Osaka during GW  
May 03: Osaka FM802 10:00-18:55  
May 04: Tokyo J-Wave 09:00-18:00  
and FM radio spots in late May-Jun.
4. Magazine  
May 07: Hana Jikan (Circ. 200,000)  
May 21: Golf Digest (Circ. 500,000)  
May 25: CAZ (Circ. 120,000)  
Jun.: OZ Wedding (Circ. 100,000)  
Jun.: JJ (Circ. 640,000)  
Jun.08: Kansai Walker (Circ. 250,000)  
Jun. 20: Metro (Circ. 200,000)  
Jul. : 25an Wedding (Circ. 70,000)  
Jul. 06: Tokyo Walker (Circ. 115,000)

## Media Tie-up: e.g. Big Island Confirmed Major Coverage

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1. Feb. 25: “Tokyo Walker”
2. Mar. 24: “Watch”, TBS morning show 7-min. coverage
3. Mar. 30: “Long Stay”, Saitama Shimbun
4. May. 25: “Playboy”
5. May-Jun.: “World Traveler”, NWA inflight magazine
6. Jun. (tbc): “Miyuki Hatoyama’s Spiritual Food”
7. Jul. (tbc): TV Tokyo, 75-min. program with Ukyo Katayama, ex. F1 racer

# Trade Programs

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## Seminars

1. May 19: Sendai with HPCE
  2. May 20: Sapporo with HPCE
  3. May 20: Hiroshima
  4. May 25: Tokyo with HPCE
  5. Jun. 03: ACCJ
  6. Jun. 15: Nagoya with OHPC
  7. Jun. 16: Osaka with OHPC
- “Planning Guide” in production to meet May seminars
  - HPCE: Hawaii Promotion Committee East (Eastern Japan)
  - OHPC: Osaka Hawaii Promotion Committee (Western Japan)

## FAM Tours

- Planning with HPCE & OHPC in Sept.

## Major Consumer Events

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1. Apr. 02-Apr. 04: “Japan/US 2004 Friendship Festival”, Yokohama
2. Apr. 24-May 05: “Aloha Hawaii” at Venus Fort, Tokyo  
\*Jake: May 01 & 04
3. May 01-May 05: “Tour Expo” at Intex Osaka  
\*Jake: May 02 & 02
4. May 06: “Hawaii Festival”, Hiroshima
5. Jul. 18-Aug. 08 Jake concerts in 10 cities
6. Aug. 04-Aug. 08: “Hawaii Festival”, Yokohama
7. Sept. 24-Sept. 26: “JATA/WTF”

## Other Major Tie-up Promotions

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1. “Sea Breeze” TVCF and On-pack promotion
2. “Suntory”: Tris whiskey promotional campaign
3. “Relax”: Crimson(Piko)/Magazine House/JAL/other business partners
4. “Yahoo Travel” Hawaii Special: Apr. 26-May 31
5. “Gourmet Navigator” Hawaii Special

**Warmest Aloha & Mahalo,**

For more information: [info@htjapan.jp](mailto:info@htjapan.jp)